




PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION
FOND DU LAC COUNTY, WI

Public Service Commission of Wisconsin
RECEIVED: 03/17/2022 5:21:48 PM

BROADBAND EXPANSION GRANT APPLICATION-- FY 2022

<p>Primary Applicant (Name and Address):</p> <p>UScellular</p> <p>8410 W. Bryn Mawr Avenue, Suite 700</p> <p>Chicago, IL 60631-3463</p>	<p>Applications MUST be UPLOADED to ERF via the Commission's website, http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx. Refer to section 2.3 for detailed instructions.</p> <p>Applications are due and MUST be uploaded to ERF no later than: March 17, 2022, at 4:00pm (16:00) Central Time. Late applications will not be accepted.</p> <p>Contact for further information: PSCStatebroadbandoffice@wisconsin.gov</p> <p>Date: March 17, 2022</p>		
<p>The Public Service Commission of Wisconsin is seeking applications for Broadband Expansion Grants. The Commission may award one or more grants during Fiscal Year 2022 to public and private entities that meet the eligibility requirements set forth in Wis. Stat. § 196.504. This grant round will be funded with bond proceeds authorized by the Wisconsin Building Commission pursuant to Wis. Stat. § 13.48(30). As such, successful applicants are subject to the requirements of Wis. Stat. § 13.48(30). Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the State.</p>			
<p>Applicant Certification: In signing this application, the undersigned verifies under penalty of perjury that the Applicant and its employees and agents have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition with respect to this application; that no attempt has been made to induce any other person or firm to submit or not to submit an application; that this application has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this application has not been knowingly disclosed prior to the opening of applications to any other applicant or competitor; that all of the responses and representations of Applicant in this application are true and correct to the best of the undersigned's knowledge, information, and belief; and that Applicant agrees to, accepts, and will comply with all of the terms and conditions respecting this application and any award of a broadband expansion grant as may be established in a grant award Agreement.</p>			
<p>Name of Authorized Representative (Type or Print)</p> <p>M. Austin Summerford</p>	<table border="1"> <tr> <td data-bbox="711 1593 1170 1686"> <p>Title</p> <p>VP Business Development and Partnerships</p> </td> <td data-bbox="1170 1593 1474 1686"> <p>Phone</p> <p>773-399-4850</p> </td> </tr> </table>	<p>Title</p> <p>VP Business Development and Partnerships</p>	<p>Phone</p> <p>773-399-4850</p>
<p>Title</p> <p>VP Business Development and Partnerships</p>	<p>Phone</p> <p>773-399-4850</p>		
<p>Signature of Authorized Representative</p> 	<p>Date</p> <p>March 17, 2022</p>		



SUMMARY OF GRANT APPLICATION

Primary Applicant Name UScellular	Amount of Broadband Grant Request (round to nearest dollar) \$1,339,450
Federal Employer Identification No. 36-4046814	Amount of Matching Funds Pledged (round to nearest dollar) \$1,339,450
Contact Name and Title Austin Summerford – VP Business Development & Partnerships	Total Cost of Proposed Project (round to nearest dollar) \$2,678,900
Telephone Number 773-399-4850	Project Name UScellular Fond du Lac County Broadband Expansion
E-mail Address(es) Austin.Summerford@uscellular.com	Type of Proposed Broadband Service (FTTH, Cable, DSL, etc.) 5G Fixed Wireless Access Broadband
Grant Manager, if different than Primary Applicant NA	Type of Proposed Project (Last-mile, Middle-Mile, backbone, other) Last-Mile
Grant Manager Contact Name NA	Grant Manager Email Address and Telephone Number
Fond du Lac County, WI, County Executive, Allen J. Buechel, 160 S. Macy Street – Fond du Lac, WI 54935 FEIN: 39-6005696	
Brief Project Description (2 sentences) Our project will enhance broadband service in the Fond du Lac County area delivering speed at a minimum of 100/20 Mbps to 507 currently underserved homes and businesses by the end of 2023. Further, UScellular will also enhance speeds to 25/3 Mbps for an additional 203 currently unserved and 1822 currently underserved homes and businesses in the Fond du Lac County area, including border counties. The infrastructure investments in this project will also significantly improve mobile service in the Fond du Lac County area.	
Maximum Proposed Download Transmission Speed 100 Mbps *Actual speed may exceed 100 Mbps DL based on location.	Maximum Proposed Upload Transmission Speed 20 Mbps
Minimum Proposed Download Speed to Customer Location 25 Mbps	Minimum Proposed Upload Transmission Speed to Customer Location 3 Mbps



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<p>County or Counties served by this project</p> <p>Fond du Lac County and adjacent border areas</p>	<p>Communities served by this project</p> <p>Areas of Fond du Lac County in the Southwest, Southeast corners of the County, and areas West of Fond du Lac City.</p>
<p>List of the broadband service providers, if any, currently serving the area the applicant proposes to serve</p> <p>UScellular has identified the following broadband service providers providing some level of service in Fond Du Lac County. 1. Frontier and 2. Wisconsin Bell, Inc. 3. Century Link, 4. Charter, 5. ATT, 6. Bug Tussel</p>	
<p>Does proposed project serve an <u>unserved</u> area of the State, as defined in <u>Section 1.4</u> of the application instruction? (yes/no)</p> <p>Yes</p>	<p>Is the Applicant certified as a Broadband Forward! Community or Telecommuter Forward! Community, or does the grant project propose to serve a Broadband Forward! Community or Telecommuter Forward! Community? (yes/no)</p> <p>No</p>
<p>For last mile projects or component, the expected number of Business Locations that will have access to the improved broadband service (i.e., total business locations passed or with new service access).</p> <p>408</p>	<p>For last mile projects or components, the expected number of Residential Locations that will have access to the improved broadband service (i.e., total residential locations passed or with new service access)</p> <p>4668</p>
<p>Of the improved business locations, how many locations are <i>unserved</i>?</p> <p>6</p>	<p>Of the improved residential locations, how many are <i>unserved</i>?</p> <p>197</p>
<p>For providers that are eligible telecommunications carriers will the proposed broadband service be available to Lifeline customers? (yes/no)</p> <p>Yes</p>	<p>Are there any programs available for low-income households to access low-cost service or discounts? (yes/no)</p> <p>Yes. UScellular supports access to both Lifeline and the Affordable Connectivity Program (ACP), formerly the Emergency Broadband Benefit, funded through the Federal government.</p>
<p>Is the internet service provider currently participating in the Emergency Broadband Benefit Program? (yes/no)</p> <p>Yes, the EBB program has now officially evolved into the Affordable Connectivity Program. (See above)</p>	<p>Is the internet service provider currently participating in the Department of Public Instruction and CESA purchasing's Digital Learning Bridge? (yes/no)</p> <p>Yes</p>
<p>Did the internet service provider participate in the Public Service Commission's voluntary Broadband Coverage Data Collection in 2021? (yes/no)</p> <p>No, our 5G Fixed Wireless Access product offering was not available at the time of submission.</p>	



Summary of Project Budget and Funding Statement

Additional detail on project expenses is available in a non-Public forum for PSC use at its request.

FY22 Broadband Expansion Grant Application Budget & Income Summary



Please complete this form using Microsoft Excel. A PDF copy must be attached to your application as page four. In addition, this form must also be uploaded to ERF in Excel format.

Grant Summary

Grant Applicant: United States Cellular Corporation	Project: UScellular - Fond du Lac County Broadband Expansion

Budget

Line:	Description / Category:	Grant Funds:	Match:	Total:
1	Contractual, Consultant Fees	\$ 225,525.00	\$ 225,525.00	\$ 451,050.00
2	Equipment	\$ 1,111,000.00	\$ 1,111,000.00	\$ 2,222,000.00
3	Supplies			\$ -
4	Labor (Salary, Fringe)			\$ -
5	Permitting, Licensing Fees	\$ 2,925.00	\$ 2,925.00	\$ 5,850.00
6	Travel			\$ -
7	Other			\$ -
Total:		\$ 1,339,450.00	\$ 1,339,450.00	\$ 2,678,900.00
50.0% match requested				

Pledged Contributions

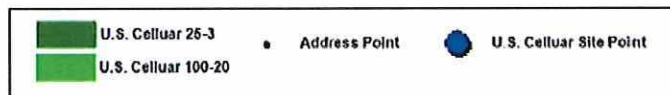
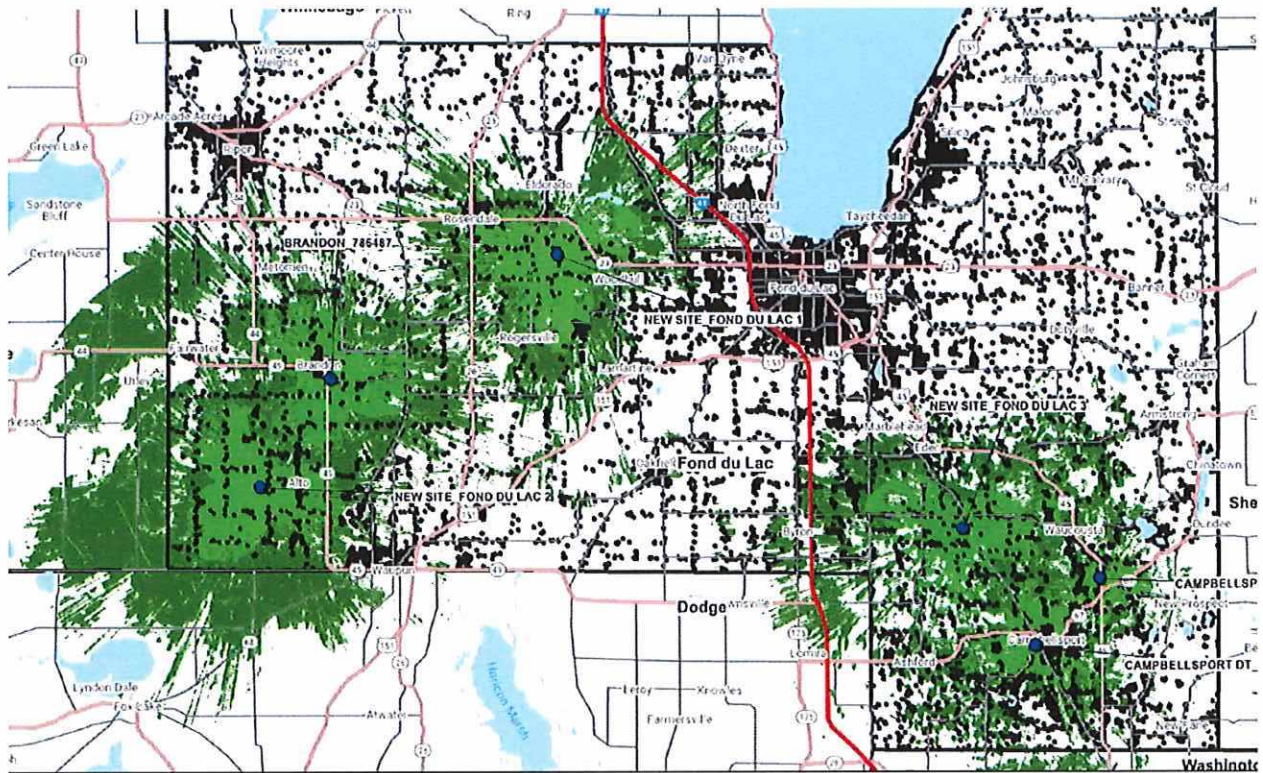
#:	Entity:	Entity Type:	Pledge Type:	Pledge:
1	UScellular	Applicant	Cash	\$ 1,239,450.00
2	Fond du Lac County	Partner	Cash	\$ 100,000.00
3				
4				
5				
6				
7				
8				
9				
10				
Total:				\$ 1,339,450.00



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MAPS

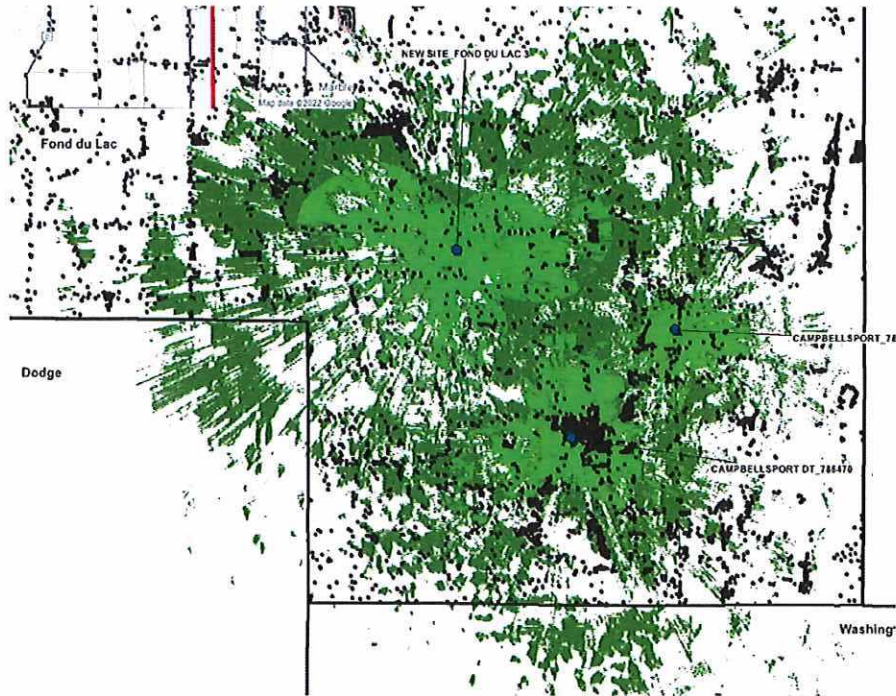
The maps below depict UScellular's broadband expansion to provide 100/20 (light green) and 25/3 Mbps (dark green). The blue dots represent cell towers and new towers to be constructed as part of this proposal are labeled new. All Towers will be upgraded with Mid-Band spectrum radios. The coverage will remedy the existing underserved and unserved areas with limited or no broadband access.



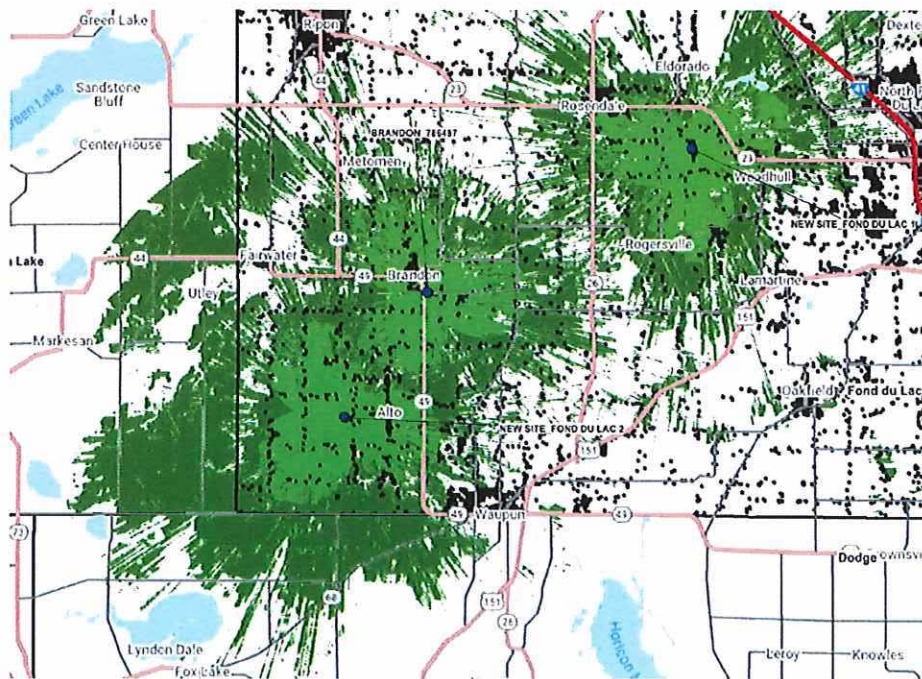


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Closer Look at Southeast Fond du Lac County – New site blue dot NW of Campbellsport, Upgrades on 2 existing Campbellsport Towers.



Southeast and West Fond du Lac County - New sites near Alto and Woodhull, Upgrade in Brandon



Mandatory Applications Requirements

Applicant Identification and Contact Information

The name and address of the entity applying for the grant, and the mailing address, telephone number and e-mail address of one or more contact persons representing the applicant.	<p>Name: UScellular</p> <p>Address: 8410 W. Bryn Mawr Avenue, Suite 700 Chicago, IL 60631-3463</p> <p>POC Name: Austin Summerford</p> <p>Phone: 773 399 4850</p> <p>Email: Austin.Summerford@uscellular.com</p>
If the application proposes a public-private partnership, the identity and contact information for all application partners.	<p>Fond du Lac County</p> <p>POC Name: Allen J Buechel</p> <p>Phone: 920 929 3155</p> <p>Email: allen.buechel@fdlco.wi.gov</p>
The application must show that the applicant is an organization, a telecommunications utility, or a city, village, town, or county that has established a legal partnership or joint venture arrangement with an otherwise qualified organization or telecommunications utility, and as such meets the eligibility requirements set forth in Wis. Stat. § 196.504(1).	UScellular confirms that it meets the eligibility requirements set forth in Wis. Stat. § 196.504(1).

Description of the Project (Application Reference 3.2.2)

UScellular is a leader in bridging the connectivity gap in Rural America. UScellular has over 1000 towers in Wisconsin and is actively advancing its 5G Technology.

Defining the Need. Based on the Wisconsin PSC mapping, Fond du Lac County's ongoing broadband evaluation and UScellular's analysis, many citizens of the county lack affordable access to 25 Mbps download/3Mbps upload internet speed. This speed is the definition established by the Federal Communications Commission (FCC) for web surfing, video conferences, streaming services, remote work, education, and healthcare. In fact, **some** of the households in Fond du Lac County have less than 5/1 Mbps DL/UL prohibiting them from participation in the benefits of our digital economy.

The lack of reasonable broadband further restricts economic and business development essential to population stabilization and community growth. It also hinders remote education opportunities and conveniences such as telehealth.

The impact of the Covid-19 pandemic has accelerated the need for investment, creating urgency for innovative, fiscally responsible, and quick-to-deploy broadband improvement plans. In response, government programs, at various federal, state, and local levels, have created a great opportunity for public-private collaboration to address this situation.

Providing a Solution. At UScellular, our mission centers around connectivity. We have always focused on the needs of rural, often underserved, areas in rural America. Most recently, we have begun to provide the latest 5G wireless technology across Wisconsin where economically feasible to do so. As in the past when rural areas in America lacked universal access to electricity, low population density in some areas makes it difficult to justify investment without government subsidies. We can fix this. The combination of our technical expertise, coupled with grant programs like the Wisconsin Broadband Expansion program, enable us to help close the digital divide regardless of how geographically dispersed the population may be.

Our solution begins with cell towers and then takes advantage of one of the most advanced elements of 5G technology, Fixed Wireless Access (FWA). It is a “last mile” solution that delivers broadband connectivity to homes and businesses in rural areas at reasonable cost and without long timelines associated deployment of typical wired solutions.

FWA KEY BENEFITS:

- Broadband and Mobility
- Fast to Deploy
- Fiscally Responsible

The infrastructure investment used to provide FWA broadband also provides the equally important benefits of 5G coverage – connecting people at home and work or on- the-go. The same areas that lack broadband access, also often lack mobile wireless coverage. In fact, CostQuest Associates predict the next digital divide will be getting 5G

to rural America and a price tag for that is an incremental \$36 billion. It makes good economic sense for rural America to get both remedies in one shot through wise infrastructure investing.

Our proposed investment project is \$1.85 million, consisting of two initial phases with completion as soon as the end of 2023. UScellular will continue to partner with Fond du Lac County to explore future phases, particularly when the Infrastructure Investment and Jobs Act (IIJA) funding is finalized and becomes available. UScellular’ has also made other recent investments that support this area by acquiring additional wireless spectrum which will be utilized in this solution.

Static Map. (Application Reference 3.2.2 a)

- The static maps and description of the areas of the State that will be affected by the proposed project are provided in Map **section above**.

25-3

<https://www.dropbox.com/s/ftk5wornc1wkg9/BB%20App%20UScellular%20Fond%20du%20Lac%20County%20-%2025-3%20Shapefiles.zip?dl=0>

100-20

<https://www.dropbox.com/s/mqpovz3upa7u7az/BB%20App%20UScellular%20Fond%20du%20Lac%20County%20-%20100-20%20Shapefiles.zip?dl=0>



Census Block. (Application Reference 3.2.2.b)

The PSC broadband map highlights many areas of Fond du Lac County that we are proposing for improvements as unserved or underserved.

In addition, UScellular has evaluated the area through our license with Cost Quest Associates, the data analytics firm engaged by the NTIA for broadband mapping. This analysis reveals that our project will provide coverage to 2532 unserved and underserved locations.

Further, UScellular learned of "Envision Greater Fond du Lac's work that outlines lack of satisfactory coverage in many areas of Fond du Lac County.

Broadband Access Increase (Application Reference 3.2.2.c)

UScellular will expand broadband access by building three (3) new cell towers, acquiring, and activating radios on Mid-Band Spectrum and providing access to advanced Customer Premises Equipment (CPE), designed specifically for rural applications.

Broadband Accessibility

Broadband Accessibility	
Potential and expected number of households served, including number of unserved and underserved locations.	4668 Unserved 197 Underserved 2253
Potential and expected number of businesses served, including number of unserved and underserved locations.	408 Unserved 6 Underserved 76
Expected number of seasonal residents and tourists served.	No data available
Estimated download and upload speed of the broadband service packages available for purchase.	25/3 Mbps through 100/20 Mbps

Last/Middle Mile or Backbone (Application Reference 3.2.2.d)

UScellular's proposed project targets the last mile of the broadband infrastructure.

Broadband Service Description (Application Reference 3.2.2.e)

The UScellular project will deliver broadband by:

- 1) Enhancing elements of our existing cell towers.
- 2) Building 3 new 250 foot cell towers.
- 3) Activating UScellular highly reliable, licensed mid band spectrum.
- 4) Providing access to Customer Premises Equipment (CPE), specially designed for rural use.

Note: UScellular's statement of service reflects unserved and underserved households without any providers of 25/3 service. All other households are assumed to be served, even though the definition of unserved permits those being served by one provider. As such, the underserved households claimed are lower than the actual number that would benefit from this project.



Dedicated or shared bandwidth.

UScellular owns a large spectrum portfolio which offers the benefit of not having a shared bandwidth.

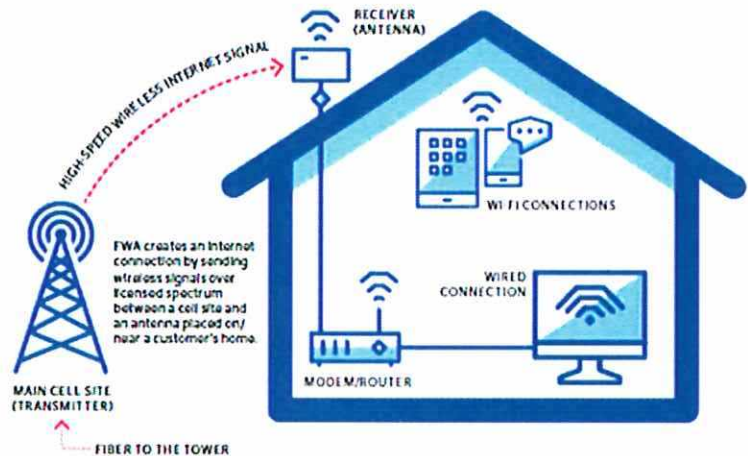
Project Phases and Benefits

PHASE	DESCRIPTION	BENEFIT/OUTCOME
Phase 1:	<p>Specialized CPE will be available in Fond du Lac County on the existing low band spectrum network.</p> <p>New service available within 90 days of grant award.</p>	<p>UScellular will deliver Broadband Internet at minimum of 25/3 Mbps, covering a vast array of households in the County.</p> <p>These households are not counted in our project, which only includes elements of Phase 2. These benefits are derived solely from launching new CPE on previously made UScellular investments.</p> <p>Speeds may exceed 25/3 Mbps in locations nearest the tower and it's possible to attain 50/5 Mbps in some locations.</p>
Phase 2:	<p>Construct a total of 3 new cell towers with heights of at 250 feet</p> <p>Acquiring and deploying radio equipment to activate mid band on six towers. (3 new / 3 existing)</p> <p>Target Completion by 12/31/23 without unforeseen delays</p>	<p>Minimum of 100/20 Mbps covering 507 currently underserved (<25/3) homes and businesses in the Fond du Lac County.</p> <p>Further, UScellular will deliver broadband Internet at minimum 25/3 Mbps for an additional 203 currently unserved and 1822 currently underserved homes and businesses.</p> <p>This investment will also significantly improve mobile performance in the areas surrounding the towers.</p>
Future Phases	<p>To be developed and will be focused on where additional infrastructure is needed to further improve service.</p>	<p>Our solution provides improvement now and ongoing partnership with Fond du Lac County over a multi-year period.</p>

Discussion of Technology. Fixed Wireless Access (FWA) is a wireless solution for broadband connectivity for homes and businesses. An antenna on the home or business connects wirelessly to a nearby cell tower via a targeted wireless signal, providing high speed internet. The tower is connected to the internet through a combination of microwave and fiber technologies.

Once the signal is received by the antenna, an in-home router enables further connection to devices through WI-FI, just like a traditional wired connection works today. And, all this is accomplished without the burdens of extended deployment times and complex laying of cables, right of ways, and pole connections.

UScellular's wireless broadband solution is above and beyond previous versions of wireless service delivered in rural America without carrier grade standards and on unlicensed spectrum. In fact, UScellular FWA is delivered securely and reliably based on the adoption of the highest international standards and using our dedicated licensed spectrum. Only UScellular has access to the spectrum used in this project, allowing us to carefully control the user experience.



One of the most exciting aspects of FWA is the dual benefits investment in wireless infrastructure provides. For the investment made, citizens of Fond du Lac will receive both improved internet connectivity in the home and on-the-go. Our experience shows that people aren't satisfied unless they have both, and we don't believe they should have to choose one or the other. That said, when applicants of the Emergency Broadband Benefit did choose broadband at home or mobile cell phone broadband, 2/3 of eligible households chose mobility. This emphasizes the need for affordable connectivity of all types.

The Benefit. The combination of higher speeds for in home/business broadband and better cell coverage on-the-go will produce numerous lifestyle and economic development benefits for the community.

Fixed Wireless Access Provides Three Key Benefits

1. Support for both Home Broadband and Mobility
2. Faster time to market
3. Lower cost to deploy

Project Schedule (Application Reference 3.2.2.g)

Project Phases	Timeframe
Phase 1: Upgrade	New CPE antennas and subscription plans will be launched within 90 days of grant award.
Phase 2: Expand	Final Design, Site Acquisition, Site Construction, Mid Band Activation, Testing will be completed by 12/31/23 without unforeseen delays.

Itemized Budget (Application Reference 3.2.3)**Equipment Price List. (Application Reference 3.2.3 a)**

All towers and equipment would be wholly-owned by UScellular. The land that each tower site sits on may be wholly-owned or leased by UScellular.

Note: In addition to the summary of Project Budget displayed earlier on Page 3, this section requested an equipment price list. UScellular has filed a **“Confidentiality Request Form”** citing reasons for confidentiality. A detailed breakdown of project expenses will be available in a non-Public forum for PSC use at its request.

Intent to not Subsidize (Application Reference 3.2.3 b)

All costs will be applied to the construction of the broadband infrastructure and will not be used to subsidize operating expenses or offset customer monthly charges.

Application of Grant Funds (Application Reference 3.2.3 c)

UScellular will provide 5G radios to existing sites and build new sites as part of our two-phase approach.

Priority Factors Supporting the Application (Application Reference 3.2.4)**Matching funds. (Application Reference 3.2.4 a)**

UScellular and the Fond du Lac County are committed to providing funding in support of the Broadband Expansion project to bring the latest technical advancements in broadband expansion and affordable adoption.

Below is the financial overview and attached is the resolution that supports the partnership commitments.

- UScellular Matching Funds Contribution: \$1,239,450
- Fond du Lac County Contribution: \$100,000
- PSC Broadband Expansion Grant Contribution: \$1,339,450
- Total project cost: \$2,678,900



In addition to the above contributions, UScellular recently invested in securing dedicated licenses for mid-band spectrum in the FCC auction that enable this project. Further UScellular has committed consumer adoption support through offering free antenna installation and reduced equipment prices for early adopters.

Public-private partnerships. (Application Reference 3.2.4 b)

How it came together. UScellular is excited to partner with the Fond du Lac County. We began meeting with Fond du Lac County by the referral of Jens Jorgensen, a Fond du Lac Town Board Supervisor who heard the about the need for better broadband discussed at a community meeting. Jens happens to be a leader at UScellular as his income earning job.

Since then, we have met extensively with officials of the county, and industry colleagues, to discuss their concerns pertaining to a lack of effective broadband coverage. We fully understand the impact that this has on the residents and businesses, commerce, education and healthcare.

On 3/15/22, Jens Jorgensen provided a project overview at the county board meeting. Fond du Lac County passed a resolution to supplement the investment funds of \$100,000.

Therefore, both UScellular and Fond du Lac County are committed to mutual responsibility to provide and market broadband serves who can realize the benefits of this project.

Identified Elements of Public Support from Fond du Lac County:

- **County Resources** to understand community needs.
- **Collaboration as Fond du Lac County deploys 800 MHz Public Safety network** and seeks co location on UScellular towers.
- **Chamber of Commerce**, leveraging Envision Greater Fond du Lac's resources.
- **County assistance in managing construction and operations costs** through **streamlined permitting, supplier collaboration and site selection, negotiation and lease assistance.**
- **Digital Equity and Literacy** -proactive awareness campaigns, digital literacy programs and direction to federal assistance programs, when applicable.
- Substantial **financial contribution** to the broadband expansion project.

Identified Elements of Private Support from UScellular:

- **Invest** in the expanded network infrastructure.
- **Establish a Broadband Support Hotline** for identifying ongoing needs.
- **Provide communications to drive stakeholder awareness.**
- **Provide targeted zones** for towers to seek public land use.
- Provide a **range of highly competitive plans** to meet the needs of various consumers.
- Provide **early adopter discounts to offset up-front costs.**
- Provide **access to federal programs**, such as the Affordable Connectivity Program.
- Jointly **participate in community events** to accelerate adoption.



Letter of Resolution

RESOLUTION NO. 110-21

**RESOLUTION SUPPORTING THE APPLICATION TO THE
PUBLIC SERVICE COMMISSION OF WISCONSIN
FOR BROADBAND EXPANSION GRANTS
IN PARTNERSHIP WITH USCELLULAR**

WHEREAS, to address the substantial areas within Fond du Lac County that are unserved or underserved with access to broadband connectivity, including in home, business, and mobile, Fond du Lac County conducted research to gather information and determine the interests of citizens and businesses and encouraged providers to invest and provide services within, and

WHEREAS, Fond du Lac County understands the need for and is willing to work with UScellular in applying for Broadband Expansion Grants offered by and through the Public Service Commission of Wisconsin, pursuant to Wis. Stat. § 196.504 and

WHEREAS, UScellular is willing and able to partner with Fond du Lac County to provide the latest technical advancements in broadband coverage, delivery of 5G Fixed Wireless Access Home Internet Service, and affordable adoption and to seek all available grants to provide and subsidize the cost of necessary broadband infrastructure, which constitutes a public purpose, and

WHEREAS, Fond du Lac County desires to pursue and support UScellular's application, due March 17, 2022, for all grant money available for broadband coverage, and

WHEREAS, Fond du Lac County considered the proven track record of UScellular bringing connectivity solutions to the citizens of Wisconsin and the United States, and

WHEREAS, Fond du Lac County has committed \$100,000 of local funds to support the project, contingent on grant award.

NOW, THEREFORE, BE IT RESOLVED that the Fond du Lac County Board of Supervisors supports UScellular's Public Service Commission of Wisconsin for Broadband Expansion Grant application and the project to deliver 5G Fixed Wireless Access Home Internet Service to unserved or underserved areas of Fond du Lac County.

BE IT FURTHER RESOLVED that the Fond du Lac County Board of Supervisors intends to commit \$100,000 of local funds in financial support for the proposed project, contingent upon the grant award and funds being disbursed to applicant, within 12 months of the date the grant award is accepted.



PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION

Dated March 15, 2022

SUBMITTED BY:
FINANCE, PERSONNEL AND
ECONOMIC DEVELOPMENT COMMITTEE

Martin S. Ryan
Martin S. Ryan

Kenneth W. Depperman
Kenneth W. Depperman

Martin F. Farrell
Martin F. Farrell

Brian T. Kolstad
Brian T. Kolstad

Dean P. Will
Dean P. Will

FISCAL NOTE: This resolution does not require an appropriation from the county general fund. Fond du Lac County's commitment of \$100,000 of funds is contingent upon the grant award and funds being disbursed to the applicant. Fond du Lac County has 12 months at the date of the grant award being accepted by UScellular to disburse the \$100,000 to UScellular. At the time of acceptance of the grant award by UScellular, Fond du Lac County will do a resolution to amend the adopted budget and commit the \$100,000 of funds to this broadband project.

APPROVED BY:

Allen J. Buechel
Allen J. Buechel
COUNTY EXECUTIVE

APPROVED BY:

Meggin R. McNamara
Meggin R. McNamara
CORPORATION COUNSEL

CERTIFICATION: I hereby certify this to be a true and exact copy of Resolution No. 110-21.

Ayes 22 Nays 0 Abstained 0 Excused 0 Absent 3

☒ Approved and adopted this 15 day of March 2022

☐ Denied this _____ day of _____.

Lisa Frelberg
Lisa Frelberg
COUNTY CLERK

Existing broadband service. (Application Reference 3.2.4 c)

The proposed areas of Fond du Lac County included in our project have been identified for need in service by County officials and through the work of Envision Fond du Lac.

Respondents to the County's survey completed a speed test measuring upload (mbps) and download (mbps) speeds. The FCC sets upload/download speed guidelines of 3mbps and 25 mbps respectively.

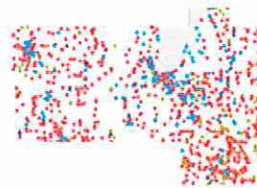
Though many respondents did not meet these minimum requirements, **particular communities with averages below one or both guidelines include:** Auburn/Ashford, Brandon, Brownsville, Byron, Campbellsport, Eden, Fairwater, Friendship, Mt. Calvary, Pickett, Rosendale, Springvale, and St. Cloud.

The State of Broadband Internet Fond du Lac County, Wisconsin



Internet Service Need

Most respondents indicated they **have internet but need improved options** (66%), while an additional 10% note **internet is not available to them, but they would purchase it if available**. This means 76% are not satisfied with their internet.



Internet Inadequacies

Residents across the county reported inadequacies in speed, reliability, data caps/service cost, and "other". **Speed inadequacy** (57%) and **connection reliability** (49%) were most common.

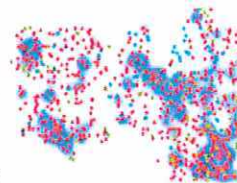


Speed Test Results

Respondents completed a speed test measuring ping (ms), jitter (ms), upload (mbps) and download (mbps) speeds. The FCC sets upload/download speed guidelines of 3mbps and 25 mbps respectively. Though many respondents did not meet these minimum requirements, **particular communities with averages below one or both guidelines include:** Auburn/Ashford, Brandon, Brownsville, Byron, Campbellsport, Eden, Fairwater, Friendship, Mt. Calvary, Pickett, Rosendale, Springvale, and St. Cloud.

Service Cost & Willingness to Pay

The heat map (blue shades) indicate where residents are willing to pay greater fees for internet service. The overlap above is the map of internet service need. Interestingly, residents who require improved service options are willing to pay more for that service to be available, indicating ROI could be greater in those areas than internet providers believe.



Telehealth, Telecommute, Students

Residents across the county utilize their internet service for telehealth (42% of respondents), telecommuting (work-from-home; 46% of respondents) and student use for education (87%; average of 1.8 students per responding household).

*1,515 respondents after data cleaning



Wisconsin State Senator Feyen commented ...

“Rural residents and businesses need access to high speed internet to participate in the modern global economy, to pursue educational and professional development opportunities, and to reach emergency services quickly. Constituent calls to my office reveal that many citizens of the county lack affordable access to the 25DL/3UL internet speeds.”

While the PSC’s data and map show the county as nearly fully served, UScellular’s analysis utilizing the vendor CostQuest Associates proprietary data shows that the county has a large number of underserved residents unable to get dependable 25/3 service. In fact, we show that at least 6000 households lack access to 25/3 service. This information is further supported by our conversations with county officials and residents.

UScellular’s submission reflects unserved and underserved households without any providers of 25/3 service. All others household are assumed to be served, even though the definition of service permits those being served by one provider.

- Provide a list of all landline broadband service providers (DSL, cable or fiber to the home) and fixed wireless broadband service providers that overlap the footprint of the proposed broadband project.

UScellular has identified the following broadband service providers providing some level of service in Fond Du Lac County. 1. Frontier and 2. Wisconsin Bell, Inc. 3. Century Link, 4. Charter, 5. ATT

- If known, provide an estimate of the customers within the proposed footprint that are served by competing landline and fixed wireless broadband service providers, and the download/upload speeds offered by those competing service providers.

Based on our analysis, UScellular’s project area would provide additional services to 2227 households that currently have access to speeds above 25/3 Mbps and those speeds range from 25 Mbps DL to 1Gig DL.

- Provide a list of mobile wireless broadband service providers that overlap the footprint of the proposed project.

- Bug Tussel



- If known, provide an estimate of the customers within the proposed footprint that are served by competing mobile wireless broadband service providers, and the download/upload speeds offered by those competing service providers.

For Households that we've claimed in our project, our analysis shows that no current fixed wireless providers reliably offer speeds at or above 25/3 Mbps.

Project impact. (Application Reference 3.2.4 d)

- Our project area includes the communities in the Southwest (i.e., Alto), Southeast (i.e., Campbellsport) and just west of the City of Fond du Lac (i.e., Woodhull)
- The population in Fond du Lac County is just over 100,000. Fond du Lac County ranges from metro to highly rural with population density overall of 135 **people per square mile**. Most of the metro areas can economically provide Fiber to the Home (FTTH). Conversely, in rural, low-density areas, Fixed Wireless Access (FWA), coupled with mobile broadband, is a fiscally responsible and effective solution.
- Given the intermittent consistency of service, coupled with aggressive consumer pricing, UScellular estimates robust service adoption.

Service Offered:

- 5G FWA broadband will bring enhanced speeds of 100/20 Mbps to much of the unserved and underserved population within the County and improvements for those suffering without adequate broadband service.
- To say the residents of Fond du Lac County want this enhanced service is a gross understatement. In fact, they need this to fully experience American life as we know it today.

UScellular Plans:

- UScellular plans to provide an Unlimited Broadband plan, with speeds of **25/3 Mbps starting at \$30/month**, with automatic payment.
- Further UScellular will provide an additional Unlimited Broadband plan with speeds of **100/20 Mbps starting at \$55/month**, with automatic payment.
- For households eligible to enroll in the federal **Affordable Connectivity Program**, after discounts, the 25/3 Mbps plan will be delivered at essentially no charge, after the federal \$30 subsidy, to the end user.



Scalability (Application Reference 3.2.4 e)

- FWA broadband is scalable. Utilizing additional radios, towers, and spectrum. With UScellular's significant high-band spectrum, UScellular could expand capabilities and offerings as technology and customer demands evolve.
- The evolution of wireless services is ongoing and significant. There is reason to believe that 5G will continue to evolve in its capabilities and wireless researchers are already on the path towards development of 6G.
- UScellular will also continue to work with the Town of Morrison and Brown County to ensure that our offerings meet consumer demands.

Economic development. (Application Reference 3.2.4 f)

The UScellular project will stimulate economic development in Fond du Lac County.

As Town Chairman for the town of Alto, Fond du Lac County, UScellular has my full support for bringing broadband internet to our area. I'm constantly hearing from our town's people about why can't we get better internet, as well as phone service to our area. Please consider this request as the Alto township would give our full support to this project.

Brian Tenpas, Town Chairman

Investment in broadband and mobility infrastructure creates jobs.

According to Deloitte Consulting, "a 10-percentage-point increase of broadband penetration in 2016 would have resulted in more than 806,000 additional jobs in 2019, or an average annual increase of 269,000 jobs. Moreover, we found a strong correlation between broadband availability and jobs and GDP growth. A 10-percentage-point increase of broadband access in 2014 would have resulted in more than 875,000 additional US jobs and \$186B more in economic output in 2019."¹

¹ - <https://www2.deloitte.com/us/en/pages/consulting/articles/bridging-the-digital-divide-with-broadband-for-all.html>

Fond du Lac County is noted as desirable for livability (cost of living under national average) and economic growth except for the lack of broadband service availability. Data sources reveal a modest population growth of 2.5% in the Census 2020, down from 4% in the prior census decade.



Today's Connected Society: Enhancing broadband will stimulate the attractiveness of the urban to rural migration proposition and improve the tax base of the county.

Today's society is heavily dependent upon reliable connectivity of all types. The recent pandemic accelerated general understanding that areas of rural America were not ready to "work from home," receive care through "telehealth" and enjoy other aspects of a fully connected lifestyle.

Suddenly, access to the internet became a primary criterion for where people chose to work and live. Rural communities that were ready benefited from a mass migration of people from large metro cities to sometimes rural, easy to live in, communities. This began to draw the direct line between broadband availability and home prices, and the associate tax base they provide.

Quality of education is often also tied closely to property values.

Education Requires Broadband: Digital connectivity also plays a foundational role in the education system. The benefits of internet access & remote learning, combined with the best in classroom teachers were already moving fast, but entered the high-speed lane over the pandemic year.

Business are Increasing Connected

Business requires Broadband: Businesses use various platforms for communication between staff, customers, suppliers and partners. Cloud based systems have continued to take hold requiring real time, low latency internet services to stay competitive.

Also known as the "Internet of Things," the "sensor-economy" is literally changing the way business is done. Sensors, connected via networks, provide critical data for business operations. This is particularly important in agriculture and manufacturing, two segment strongholds in Fond du Lac County.

With Fond du Lac's recent successes in recruiting manufacturing jobs to the community, great networks will keep these business' in the County. More so, these establishments need a vibrant workforce. Broadband in the community, will enable workforce development by ensuring attractive living conditions leading to housing stars and finally, a pool of workforce candidates.



Special Note on Agricultural Impact to Fond du Lac County: It's all about the Farm! In fact, there are approximately 1,400 farms (2012 Ag Census), with nearly 190,360 cropped acres (USDA NASS WI Agriculture Statistics, 2016-2017). Among Wisconsin counties, Fond du Lac ranks first for total milk production and third for the number of dairy cows (2017 Wisconsin Ag Statistics Service). The county also ranks high as a leading producer of corn for grain, soybeans and wheat.

Connectivity for farmer, in the office, barns and in the fields is a necessity and is a key contributor to economic stability in the county. Connectivity enables "precision agriculture" providing essential efficiencies, asset protection, irrigation controls and environmental sustainability.

In the direct words of a Wisconsin dairy farmer ...

"Our dairy business will benefit from improved connectivity. We face daily challenges with the production and health of our daily business, along with communication to other vendors. In today's world, technology is essential for all devices and communication, even on dairy farms. Our dairy farm needs and uses internet to retrieve important data and information about our cattle.

Broadband access increases efficient health readings for our cattle, communications from fellow businesses, feed and animal bedding deliveries, marketing for milk, crops, fuel and other raw materials across the state." Collins Dairy, LLC

Improved broadband service to a residential portion of the project could benefit a telecommuting population.

As flexible work locations continue to become the norm for many businesses, reliable, high-performance internet is essential to maintaining productivity and employment. Traditional urban dwellers are moving at rapid pace to smaller communities, often with lower costs of living, but only where there is supportive infrastructure. For employers, reliable connectivity solutions establish confidence in remote working arrangements, reducing the need for premature return-to-work decisions and increased employee satisfaction. For employees, it provides the security and assurance that they can perform their responsibilities and continue to contribute to the workplace irrespective of location.

How the speeds and service being offered by the project fits with current and future economic needs of the community and local businesses.

The UScellular solution is not only efficient and effective, but it is also affordable. As the technology continues to evolve, we are committed to ensuring that no one is left behind.



If there is reliable coverage, then local businesses and other community organizations and residents will be able to perform daily tasks that are dependent on broadband service.

Our society is deeply rooted in today's technological advances and it's important that everyone can leverage it.

Education. UScellular's solution is suitable for conducting video learning, online research, and meetings through all contemporary mediums, such as **Zoom and TEAMS**. We have a proven track record of providing higher throughputs than alternative satellite services and DSL, commonly found in rural areas, which will allow teachers to extend **learning both in and out of the physical classroom**. Our comprehensive view of connectivity extends beyond the school or home. Imagine a teacher taking a class outside to learn about local plant life and students having the ability to research what they are seeing on a wireless device.

Remote Work. As flexible work locations continue to become the norm for many businesses, reliable, high-performance internet is essential to maintaining **productivity and employment**. Traditional urban dwellers are moving at rapid pace to smaller communities, often with lower costs of living, but only where there is supportive infrastructure. For employers, reliable connectivity solutions establish **confidence in remote working arrangements**, reducing the need for premature return-to-work decisions and increased employee satisfaction. For employees, it provides the security and assurance that they can perform their responsibilities and continue to contribute to the workplace irrespective of location.

Telehealth. The widespread need for reliable broadband provides the foundational connectivity layer to **drive telehealth adoption** to improve health outcomes. Our solution enables the advent of telehealth taking advantage of video consultations and high-resolution imagery sharing.

Precision Agriculture. Additionally – the mobility aspect of our solution is important for all of the above AND also emerging work in **precision agriculture**, location **tracking of high value assets**, and more Internet of Things options essential to the farming community.

Effect upon broadband service to adjacent areas. (Application Reference 3.2.4 g)

Our project will not interfere or impair other service providers in adjacent areas.



Supporting Information (Application Reference 3.2.5 a)

Broadband Grant Experience Type	Project
Broadband Grant Project(s) Status	<p>Examples:</p> <p>Empower Rural Iowa Emergency Broadband Expansion Program (NOFA #003)</p> <p>UScellular was tasked to modernize its network across 47 cell sites in rural Iowa. This network modernization initiative delivers a minimum throughput of 25 DL / 3 UL Mbps wireless broadband services across 578 census blocks identified as Targeted Service Areas in 27 counties. Including areas outside of the Targeted Service Areas, the modernization of these sites projected to provide over 3,330 sq. miles of broadband service coverage and broadband availability to almost 37,000 Iowa Households.</p> <p>Nebraska (NUSF) Ongoing Relationship</p> <p>U.S. Cellular requested NUSF support for ten (10) separate and discrete projects and sought approximately \$4.7 Million in support. U.S. Cellular committed to meeting or exceeding technical requirements of the program and provided a match to lower the cost of construction.</p>
Broadband Non-Grant Funded Projects	<p>Janesville, WI- Home Internet Plus</p> <p>In 2021, UScellular designed and implemented a Fixed Wireless Access broadband solution in this Wisconsin community utilizing high band mm Wave spectrum bringing speeds of 300 Mbps DL in a new product Home Internet Plus.</p>

Tailored Broadband Infrastructure (Application Reference 3.2.5 b)

UScellular will not duplicate existing broadband infrastructure. The households submitted are for the unserved and underserved. They do not include any additional served areas outside of that. However, all areas within coverage will benefit although they are not being submitted as part of this application.

Financial Stability (Application Reference 3.2.5 c)

- UScellular is a \$4billion company, with over 5 million customers, publically traded and in good standing.
- UScellular has a long standing commitment to being a technology leader in Wisconsin.
- UScellular is affiliated with Telephone And Data Systems, Inc., with its' Dun and Bradstreet report showing that the company has strong financial stability.
- Additional information on UScellular's financial position is included in the investor relations section of its website, www.uscellular.com.



Remote Healthcare Accessibility (Application Reference 3.2.5 f)

Telehealth is changing the nature of healthcare and health outcomes as we know it. More healthcare providers are now faced with delivering not only a high level of care, but also reliability of service when practicing remote. This is particularly challenging in rural areas, such as Fond du Lac County.

- **Mobile Healthcare is evolving.** \$250B of U.S. healthcare spend could be virtualized.
- **Remote Healthcare today.** More than \$1B virtual healthcare visits happen each year.
- **Home Care is rising.** 10,000 seniors turn 65 in the U.S. each day; most desire to remain in their own homes as they age.

UScellular offers healthcare organizations, of all types, of the ability to provide remote healthcare for patients through reliable internet connections. This includes internet for in-home virtual visits, online consultations, remote patient outreach and remote monitoring. Home Health teams can securely gather and share patient intake data with a broader care team including specialists and primary care physicians.

Hospital/Clinic Project Area.

Wisconsin remote Healthcare example:

An extension of UW Hospital and Clinics operates a full in-home health care solution. They employ traveling medical staff that work with patients in homes. A combination of broadband in home and mobility allows them fully remote, secure communications back to the hospital, ensuring timely care. GPS tracking is also used for scheduling, safety, and accurate billing.

Remote Educational Access (Application Reference 3.2.5 g)

Fond du Lac County prides itself on the quality of its educational structure. Wisconsin traditionally ranks at the top of ACT scores for the United States, and several of Fond du Lac school districts rank above average within the state. In fact, the Fond du Lac Metropolitan Statistical Area (MSA) is consistently deemed to be among the top 25 public school districts in the nation. Congratulations to Fond du Lac County!

UScellular FWA broadband provides for video learning, online research, and meetings through all contemporary mediums, such as ZOOM and TEAMS. Our project will enable teachers to extend learning both in and out of the physical classroom. Remote learning has been essential for ongoing learning during the pandemic and likely has changed the way we teach and learn forever. Imagine a teacher taking a class outside to learn about local plant life and students having the ability to research what they are seeing on a wireless device.

Impact: Up to 14089 students may be impacted by lack of quality Broadband service, and in particular many of the areas this project supports.

- ✓ Campbellsport – 1,276
- ✓ Fond du Lac – 6,678



- ✓ North Fond du Lac – 1,493
- ✓ Oakfield – 562
- ✓ Ripon – 1,954
- ✓ Rosendale-Brandon – 977
- ✓ St. Mary's Springs Academy – 842 (K-12)
- ✓ Winnebago Lutheran Academy – 307 (only reported grades 9-12)

Students w/Remote Educational Accessibility. According to our analysis, there are approximately 2300 unserved and underserved students below the age of 18 in our project area that have undoubtedly struggled with remote education throughout the pandemic.

Educational Programs in Project Area.

The primary point of reference for the current times is remote schooling. While many students are returning to classrooms as the pandemic ends, there is still a significant number of students that need to quarantine for personal illness. When this happens, remote learning programs serve to keep the student current with assignments and not get behind, often a critical factor in ongoing education.

Public-Private Partnership Details (Application Reference 3.2.5 h)

See above section on public private partnership.

Additionally, UScellular's focus on "Locally Grown Wireless" empowers community action and is evident in these additional elements of Public Private Partnership in Brown County:

UScellular Community Connections: Supports donation to local organizations.

UScellular Jason Learning: Supports Classroom Projects

UScellular Boys and Girls Club Wisconsin: Ongoing Non-Profit Support

UScellular Hotspots to Low Income Households: \$13million nationally, to bridge the digital divide providing access to internet for students.

UScellular Gro Events: Community event sponsorship.

UScellular American Red Cross: Disaster Assistance

Contribution of Other Items.

UScellular associates will conduct exercises in digital literacy for Fond Du Lac residents at the request of county officials. These exercises may be done in coordination with community events as it makes sense. There will no charges for this service. The work will be "In Kind"

Letters of Support (Application Reference 3.2.5 i)

Letters follow at the end of this application



Equitable Factors (Application Reference 3.2.5 j)

Technical Support/Training

- UScellular offers **industry leading customer support** through technical chat and 800# telephone communications. Our technical support teams are in domestic care centers across America.
- Our Wisconsin based, **Public Sector Account Team** will help to simplify technology adoption and recommend ongoing solutions for better visibility and increased control over operations.
- UScellular maintains multiple **full-service retail locations in Green Bay and nearby Appleton**. Our award-winning associates are highly knowledgeable about this project. They will assist all residents universally, regardless of financial means, with technical questions regarding their service.
- UScellular will utilize our **Mobile Experience Vehicle (MEV)** to bring a portable store to local community events, host educational sessions on connectivity and provide products on location.

Promotion of Broadband Adoption

UScellular's commitment to promoting broadband adoption has 3 components:

- **Affordability**
 - Highly competitive subscription plans for broadband service.
 - Access to the benefits of the federally funded Lifeline and Affordable Connectivity Program (ACP) benefits.
 - For eligible ACP households, UScellular will offer a suitable subscription plan at "zero" cost after autopay and ACP monthly subsidy.
 - ACP eligibility begins at 200% of poverty level. For a family of 4, that is \$53,650. The median Household income in Fond du Lac is \$52,374.
- **Acquisition**
 - Service Activation at any of our conveniently located retail stores, including our stores in Fond du Lac.
 - Community demonstration and activation days in the community using our Mobile Experience Vehicle (Store on Wheels) for the same.
 - Providing monthly promotional adoption credits to offset acquisition costs including "free antenna installation" and monthly equipment discounts.
- **Public Private Partnership**
 - Fond du Lac County has committed \$100,000 to the project which can be used to promote digital equity, literacy, and adoption.



Program/Outreach

Affordability: While it may be more important than ever to reliably connect to the internet to study, work, shop or job hunt- it may be also challenging for people to pay for broadband service. As noted above, UScellular participates in the federal governments Affordable Connectivity Program (ACP) to help make broadband service more affordable. After application of the ACP benefit to eligible households, the effective plan cost for a household is as low as \$0/month.

Community Support: UScellular's focus on "Locally Grown Wireless" places our local associates front and center in the community. Typically, UScellular associates play a key role in technology adoption in their communities through educational programs, support for community events and access to technical support.

UScellular strives to support organizations and events in our communities. We serve and demonstrate this commitment through local partnerships, community relations programs, associate volunteerism, and a charitable matching program for company associates. K-12 non-profit organizations can also consider being a part of our **Community Connections** program which enables organizations such as science clubs, sports teams and bands to earn up to \$1000/each for participation.

In a disaster, UScellular is an active donor to the **American Red Cross**.

UScellular has committed **\$13m national to providing HotSpots** to non-profit organizations serving children in need of home service. This is managed through organizations like local Boys and Girls Clubs, and others. UScellular is proud of its relationship with the Fond du Lac chapter.



PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION

ATTACHMENTS (Letters of Support)



DAN FEYEN
STATE SENATOR

18th Senate District
10081 206-5300
Sen.Feyen@legis.wis.gov

PO Box 7882, Madison, WI 53707-7882
<http://legis.wisconsin.gov/senate/18/feyen>

March 14, 2022

Public Service Commission (PSC)
Broadband Expansion Grant Program
North Tower, 6th Floor
4822 Madison Yards Way
Madison, WI 53705

To whom it may concern:

I am writing this letter to you on behalf of the application by UScellular in Fond du Lac County. I would like to express my strong support for its Broadband Expansion Grant application that would bring high-speed internet service to underserved areas of the county. Without access to high speed internet service, rural areas in Fond du Lac County will be left behind.

Rural residents and businesses need access to high speed internet to participate in the modern global economy, to pursue educational and professional development opportunities, and to reach emergency services quickly. Constituent calls to my office reveal that many citizens of the county lack affordable access to the 25 Mbps download/3Mbps upload internet speed. Exactly the services that this project will provide.

This plan would bring high-speed broadband to many homes, farms, numerous businesses, thousands of students across the county. The investment of broadband infrastructure for Fond du Lac County would provide a critical tool and lifeline for its residents. Students would have access to learning resources both at school and in homes, which they currently lack. Business could reach new customers and have access to new tools to help generate a better profit and new jobs.

UScellular's solution is the latest 5G Fixed Wireless Access technology that combines fiber to the tower and radio signal high speed internet to the last mile. This project would construct three new towers and use three existing towers for the project. It's great to see the partnership with Fond du Lac County offering technology adoption assistance through low-cost rate plan options, and promotional equipment credits, coupled with access to the federal Affordable Connectivity Program benefits for eligible households.

I strongly support this project and appreciate your consideration of this grant request. If you have further questions about this Broadband Expansion Grant application, please do not hesitate to contact my office.

Sincerely,

Senator Dan Feyen

Serving Dodge, Fond du Lac and Winnebago Counties



PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION

CAMPBELLSPORT AREA CHAMBER OF COMMERCE

March 16, 2022
Public Service Commission
Broadband Grant Review

Dear Grant Review Board

I am writing this letter in support of the efforts of US Cellular and Fond du Lac County to obtain a Wisconsin Broadband Expansion Grant to significantly improve broadband access for not only businesses in Fond du Lac County but also families, churches and agriculture.

In terms of business issues we face, reliable broadband access is critical to being able to conduct our business activities on a day-to-day basis. From providing connectivity for our team when outside of our facility to conducting office activities, our business relies on affordable and dependable access to service customers. Additionally, our employees rely on speed, reliable and affordable access to connect to healthcare providers, allow their children to access the internet for learning, and work from home when needed. We view this as not only a pure business issue but also a workforce recruiting issue. When our business recruits talent, it is imperative that we are able to ensure broadband access for all of a family's needs.

As with many rural areas of Wisconsin, Fond du Lac County faces challenges to broadband access in our most rural areas and by obtaining this grant, Fond du Lac County takes another step in closing the gap. I appreciate the Public Service Commission's Commitment to broadband expansion and hope you will strongly consider the application put forth by US Cellular to help bridge the gap in opportunity for Fond du Lac County.

SINCERELY,

A handwritten signature in black ink that reads "Beth Ginard".

BETH GINARD
CO - PRESIDENT
CAMPBELLSPORT AREA CHAMBER OF COMMERCE

P.O. Box 535 Campbellsport, WI 53010



PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION



March 16, 2022

Public Service Commission
Broadband Grant Review

Dear Grant Review Board:

I am writing this letter in support of the efforts of US Cellular and Fond du Lac County to obtain a Wisconsin Broadband Expansion Grant to significantly improve broadband access for not only businesses in Fond du Lac County but also families, churches and agriculture.

In terms of issues we face, reliable broadband access is critical to being able to conduct our business activities on a day-to-day basis. From providing connectivity for our students and staff when outside of our facility to conducting extended teaching and learning activities, our district relies on affordable and dependable access to service customers. Additionally, our employees and district families rely on speed, reliable and affordable access to connect to healthcare providers, allow their children to access the Internet for learning, and work from home when needed. We view this as not only a pure teaching and learning issue but also a recruiting issue. When our district recruits talent and families, it is imperative that we are able to ensure broadband access for all of a family's needs.

As with many rural areas of Wisconsin, Fond du Lac County faces challenges to broadband access in our most rural areas and by obtaining this grant, Fond du Lac County takes another step in closing the gap. I appreciate the Public Service Commission's commitment to broadband expansion and hope you will strongly consider the application put forth by US Cellular to help bridge the gap in opportunity for Fond du Lac County.

Sincerely,

Wayne Weber
Superintendent

300 West Wisconsin Street • Rosendale, Wisconsin 54974
Wayne Weber • Superintendent • Phone: (920) 872-2851 • Fax: (920) 872-5480
Email: webeway@rbsd.k12.wi.us



470 Grandview Avenue, PO Box 709

Campbellspport, WI 53010

March 16, 2022

Public Service Commission
Broadband Grant Review

To whom it may concern,

I am writing this letter in support of the efforts of US Cellular and Fond du Lac County to obtain a Wisconsin Broadband Expansion Grant to significantly improve broadband access for not only businesses in Fond du Lac County but also families, churches and agriculture.

In terms of business issues we face, reliable broadband access is critical to being able to conduct our business activities on a day-to-day basis. From providing connectivity for our team when outside of our facility to conducting office activities, our business relies on affordable and dependable access to service customers. Additionally, our employees rely on speed, reliable and affordable access to connect to healthcare providers, allow their children to access the Internet for learning, and work from home when needed. We view this as not only a pure business issue but also a workforce recruiting issue. When our business recruits talent, it is imperative that we are able to ensure broadband access for all of a family's needs.

As with many rural areas of Wisconsin, Fond du Lac County faces challenges to broadband access in our most rural areas and by obtaining this grant, Fond du Lac County takes another step in closing the gap. I appreciate the Public Service Commission's Commitment to broadband expansion and hope you will strongly consider the application put forth by US Cellular to help bridge the gap in opportunity for Fond du Lac County.

Sincerely,

A handwritten signature in black ink that reads "Charles E. Kudy Jr." in a cursive script.

Charles E. Kudy Jr
Village Administrator
Village of Campbellspport



Fedco Batteries®

1363 Capital Drive ⚡ Fond du Lac, WI 54937 U.S.A. ⚡ Tel: 1-920-922-6490 ⚡ Fax: 1-620-922-6750

email: info@fedcobatteries.com ⚡ www.fedcobatteries.com

March 16, 2022

Public Service Commission
Broadband Grant Review

Dear administrator,

I am writing this letter in support of the efforts of US Cellular and Fond du Lac County to obtain a Wisconsin Broadband Expansion Grant to significantly improve broadband access for not only businesses in Fond du Lac County but also families, churches and agriculture.

In terms of business issues we face, reliable broadband access is critical to being able to conduct our business activities on a day-to-day basis. From providing connectivity for our team when outside of our facility to conducting office activities, our business relies on affordable and dependable access to service customers. Additionally, our employees rely on speed, reliable and affordable access to connect to healthcare providers, allow their children to access the internet for learning, and work from home when needed. We view this as not only a pure business issue but also a workforce recruiting issue. When our business recruits talent, it is imperative that we are able to ensure broadband access for all of a family's needs.

As with many rural areas of Wisconsin, Fond du Lac County faces challenges to broadband access in our most rural areas and by obtaining this grant, Fond du Lac County takes another step in closing the gap. I appreciate the Public Service Commission's commitment to broadband expansion and hope you will strongly consider the application put forth by US Cellular to help bridge the gap in opportunity for Fond du Lac County.

Sincerely,

Stephen P. Victor, Jr. P.E.
Chairman & C.E.O.
Fedco Electronics, Inc., d/b/a Fedco Batteries
Tel. Direct: 1-920-238-3241
Fax Direct: 1-920-238-3241
e-mail: svictor@fedcobatteries.com
Web Site: www.fedcobatteries.com



PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION

We bring stakeholders together to pursue opportunities that improve economic vibrancy, strengthen community identity, and invest in the next generation.



March 16, 2022

Public Service Commission
Broadband Grant Review

Dear Grant Review Board:

The mission of Envision Greater Fond du Lac reads as follows; "We inspire our community to work in partnership and cultivate a vibrant economic future." It is with this spirit that our organization supports the efforts of the US Cellular in partnership with Fond du Lac County to apply for a Wisconsin Broadband Expansion Grant to significantly improve broadband access for not only businesses in Fond du Lac County but the community at large.

Businesses rely on having access to broadband every day with activities such as; communicating with clients, connecting field service employees to needed resources and performing daily office tasks. Additionally, employees rely on speed, reliable and affordable access to connect to healthcare providers, allow their children to access the Internet for learning, and work from home when needed. We view this as not only a pure business issue but also a workforce recruiting issue. When the business community of Fond du Lac County recruits talent, it is imperative that they are able to ensure broadband access for all of a family's needs.

As with many rural areas of Wisconsin, Fond du Lac County faces challenges to broadband access in our most rural areas and by obtaining this grant, Fond du Lac County takes another step in closing the gap. I appreciate the Public Service Commission's commitment to broadband expansion and hope you will strongly consider the application put forth by US Cellular to help bridge the gap in opportunity for Fond du Lac County.

Sincerely,

James J. Cleveland
Vice President – Economic Development
Envision Greater Fond du Lac

23 S. Main Street, Suite 101, Fond du Lac, Wisconsin 54935
phone: 920.921.9500 | fax: 920.921.9559 | website: www.envisiongreaterfdl.com



PUBLIC SERVICE COMMISSION OF WISCONSIN
BROADBAND EXPANSION GRANT APPLICATION



CNC TOOL GRINDING
WOODWORKING & MACHINE TOOL INDUSTRIES

INTEGRITY SAW & TOOL, INC.
217 E. Larsen Drive • Fond du Lac, Wisconsin 54937

www.integritysaw.com
Email: kim@integritysaw.com

920 / 923-4474
Toll Free: 800 / 779-8782
Fax: 920 / 923-4407

March 16, 2022

Public Service Commission
Broadband Grant Review

To whom It may concern:

I am writing this letter in support of the efforts of US Cellular and Fond du Lac County to obtain a Wisconsin Broadband Expansion Grant to significantly improve broadband access for not only businesses in Fond du Lac County but also families, churches and agriculture.

In terms of business issues we face, reliable broadband access is critical to being able to conduct our business activities on a day-to-day basis. From providing connectivity for our team when outside of our facility to conducting office activities, our business relies on affordable and dependable access to service customers. Additionally, our employees rely on speed, reliable and affordable access to connect to healthcare providers, allow their children to access the internet for learning, and work from home when needed. We view this as not only a pure business issue but also a workforce recruiting issue. When our business recruits talent, it is imperative that we are able to ensure broadband access for all of a family's needs.

As with many rural areas of Wisconsin, Fond du Lac County faces challenges to broadband access in our most rural areas and by obtaining this grant, Fond du Lac County takes another step in closing the gap. I appreciate the Public Service Commission's commitment to broadband expansion and hope you will strongly consider the application put forth by US Cellular to help bridge the gap in opportunity for Fond du Lac County.

Sincerely,

Paul Reetz

President